

Attached you'll find several options for the Yellow Pages ad for the Denver metro area. Listed costs are the per month cost. Decision due early to mid-September.

- a) Small box ad, with: DRUG PROBLEMS? WE CAN HELP! Call Narcotics Anonymous 303-832-DRUG (303-832-3784) www.nacolorado.org: \$109.50
- b) Yellow Pages Internet Pointer (YIP) ad, includes: NARCOTICS ANONYMOUS (in bold capital letters), web site, 303-832-3784: \$75.80
- c) Name in bold capital letters, and number (303-832-3784): \$36.00
- d) Name & number: free, as long as our 832-DRUG service is with QWEST

Please take into account:

- ∞ In a recent informal survey, about half of our fellowship says they have used the Yellow Pages/phonebook to find NA information.
- ∞ In that same survey, most people said they found out about NA through treatment, jail, friend/family member. Right now, our major PR efforts in this area are limited to H&I and the phoneline. How do people who are not incarcerated or in treatment find out about us?? Right now, there isn't much else. If we want to do something different, we will need more people willing to show up and do the work for PR, something we have NOT had in the past 18 months or more.
- ∞ Remember, PR is not about serving the membership, it is about reaching people who have NOT heard about the solution we offer. Be aware that these POTENTIAL members will not necessarily be looking under "N" for Narcotics Anonymous – they will be looking under the heading of Drug Abuse Information & Treatment for something that can help their drug problem. The name, Narcotics Anonymous, may not mean anything to them.

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